Orders Order / Rev: 37689 08888432 Alt Order #:

> Product Desc: Estimate:

Flight Dates:

Order Type:

Original Date / Rev:

10/24/12 - 10/30/12 10/23/12 / 10/23/12

Strategic Media Placement

**GENERAL** 

NRCC/HECK

KLAS Primary AE:

Sales Office:

Sales Region:

Mike Jones

K-WAS

National

Agency Name:

**Buying Contact:** 

Billing Contact:

7669 Stagers Loop

AGY, POL, CAND

Delaware, OH 43015

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Priority:

Heck / NRCC

Demographic:

A35+

Product Codes:

P01 LV2

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	25	\$10,950.00	\$9,307.50		
10/29/12	10/30/12	14	\$5,150.00	\$4,377.50		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$10,950.00	\$9,307.50	0.00
November 2012	14	\$5,150.00	\$4,377.50	0.00
Totals	39	\$16,100.00	\$13,685.00	0.00

00:10:00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$16,100.00		
Market	100%	\$53,666.67		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$13,416.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$2,683.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Li	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	8	10/24/12	10/30/12	8 News Now 5a M		5-6a	MTWTF	:30	5	\$225.00LV2	0.00 NM	5	\$1,125.00
	NEWO			8 News Now 5a M	-F								
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
1	Neek: 10/	24/12	10/30/12	MTWTF	5	\$225.00	0.00						
E:	2 8	10/24/12	10/30/12		CM	5-7a	MTWTF	:30	4	\$275.00LV2	0.00 NM	4	\$1,100.00

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KLAS

Order / Rev:

37689

Advertiser:

Heck / NRCC

Alt Order #:

08888432

Product Desc:

Flight Dates:

10/24/12 - 10/30/12

Estimate:

NRCC/HECK

Ln Ch	Start	End	Inventory Code Brea	k Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 5-7a M-F 8 News Now 5-7a M-F								
NEV	vs		o ivews inow 5-7 a ivi-P						_		
	Start Date 10/24/12	End Date 10/30/12	Weekdays Spots/Wee	<u>Rate</u> 4 \$275.00	Rating 0.00						
E 3 8	10/24/1	2 10/30/12	CBS This Morning 7-9a CM CBS This Morning	7-9 <b>a</b>	MTWTF	:30	5	\$200.00LV2	0.00 NM	5	\$1,000.00
	Start Date 10/24/12	End Date 10/30/12	Weekdays Spots/Wee	<u>k Rate</u> 5 \$200.00	Rating 0.00			<u>-</u>			
E 4 8	10/24/1	2 10/30/12	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	MTWTF	:30	5	\$325.00LV2	0.00 NM	5	\$1,625.00
NEV	vs		0 146W3 140W 1400H WI-I								
	Start Date 10/24/12	End Date 10/30/12	Weekdays Spots/Wee	<u>k Rate</u> 5 \$325.00	Rating 0.00						
E 5 8	3 10/24/1	2 10/30/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:	MTWTF 00 PM)	:30	5	\$450.00LV2	0.00 NM	5	\$2,250.00
NEV		End Data	Mookdays Spots/Moo	k Data	Pating						
	Start Date 10/24/12	End Date 10/30/12	Weekdays Spots/Wee MTWTF	<u>k Rate</u> 5 \$450.00	Rating 0.00						
E 6 8		2 10/30/12	8 News Now 5-630p M-FCM	5-630p	MTWTF	:30	5	\$500.00LV2	0.00 NM	5	\$2,500.00
NEV	NS		8 News Now 5-630p M-F								
	Start Date 10/24/12	End Date 10/30/12	Weekdays Spots/Wee	<u>k Rate</u> 5 \$500.00	Rating 0.00			_			
E 7 8		2 10/30/12	8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	MTWTF	:30	5	\$600.00LV2	0.00 NM	5	\$3,000.00
	VS <u>Start Date</u> : 10/24/12	End Date 10/30/12	Weekdays Spots/Wee	<u>k Rate</u> 5 \$600.00	Rating 0.00						
E 8 8		2 10/28/12			w Sun AS	:30	1	\$150.00LV2	0.00 NM	1	\$150.00
			8 News Now Sun AM #1								
NEV		End Data	Weekdays Spots/Wee	<u>k Rate</u>	Rating						
	Start Date 10/22/12	End Date 10/28/12	Weekdays Spots/Wee	1 \$150.00	0.00						
E 9 8	3 10/28/1	2 10/28/12	CBS News Sunday Morr@M CBS News Sunday Morning	CBS Sunda	y MorniS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
SUN	N MORN	Fad Data	Mankdaya Spata Mica	k Data	Poting						
Week:	Start Date : 10/22/12	End Date 10/28/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$350.00	Rating 0.00						
E 10 8			8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	11-1135P	SS	:30	2	\$400.00 LV2	0.00 NM	2	\$800.00
NEV				. –							
	Start Date 10/22/12	End Date 10/28/12	Weekdays Spots/Wee	<u>k Rate</u> 2 \$400.00	Rating 0.00					i	
E 11 8		2 10/28/12	NFL Reg Season Game£M NFL Football Reg. Season	NFL Footba (10:00 AM-4	all RegS 4:00 PM)	:30	1	\$2,200.00LV2	0.00 NM	1	\$2,200.00
	Start Date : 10/22/12	End Date 10/28/12	Weekdays Spots/Wee	<u>k Rate</u> 1 \$2,200.00	Rating 0.00						
7,000.						-	-		Totals	39	\$16,100.00